

**Lodgers Tax Advisory Board
Special Meeting
Video Conference
Google Meet
Tuesday Oct 26, 2021 at 1:00 pm**

Call to order

Krutik Bhakta called the meeting to order at 1:03 pm.

Roll Call

Present:

Krutik Bhakta

Allan Affeldt

Gabriel Garcia

Georgina Ortega-Angel

Shawna Sandoval

Approval of Agenda

Krutik Bhakta asked for a motion to move discussion item #1 to business item #1.

Gabriel Garcia made a motion to move discussion items to business items.

Allan Affeldt made a motion to approve the agenda with changes.

Georgina Ortega-Angel second the motion.

Motion passed with roll call vote.

Public Input

None

Krutik Bhakta stated that this is the time for anyone who is not presenting to communicate with us.

Business Items

1. Lodgers Tax Funding

Krutik Bhakta stated that Christina Baca put in the packet the state statute as well as the local ordinance and the lodgers tax best practice handbook. He explained how much of the budget needs to be on marketing.

Allan Affeldt mentioned Lodgers Tax can be spent on tourism related facilities.

Krutik Bhakta stated he wanted to make it clear that the funds are not part of the general fund and can only be used for a specific purpose. He brought up the audits, and to help pay for fire or police for events.

Allan Affeldt added what infrastructure projects it could go to.

Krutik Bhakta mentioned the statutes that make up the Lodgers Tax Board.

Gabriel Garcia asked about the conflict of interest that was in the package and if it pertains to this specific meeting.

Krutik Bhakta stated yes because the application specifically states certain entities that would benefit.

Georgina Ortega-Angel stated that there would be two board members that could not participate in the voting process which are Gabriel Garcia and Allan Affeldt.

Gabriel Garcia stated he would believe so because his business is in the middle of the construction and has been affected by it. He would be in favor of the action item regardless if he was on the board or not.

Krutik Bhakta stated that is why this discussion is taking place now.

Allan Affeldt stated that they can be part of the discussion and make their argument clear but when it comes to the voting portion they will have to recuse themselves.

Nancy Colalillo stated that anything that comes before the board would benefit the hotels and restaurants on the board.

Krutik Bhakta stated that they are not specific ones. When it is marketed as a whole then you are safe but when you name specific entities in changes.

Krutik Bhakta discussed the process of application marketing assistance. The application was stated for event funding. The cap was put in place to make it fair but is only for event funding.

Georgina Ortega-Angel was concerned about the conflict of interest...(Lost internet connection).

2. Presentation and Approval of LV1st IBA: Holiday 2021 \$24,134.00

Elmo Baca thanked the Lodgers tax board and some city employees. He was advised by Krutik Bhakta and Leo Maestas to look at the Lodgers Tax Best Practices handbook. He gave a brief explanation on the application that he submitted and how it pertains to Lodgers Tax according to the Best Practices Handbook.

Nancy Colalillo asked the board if they had any questions they needed answered or if they wanted her to highlight points in the application.

Krutik Bhakta responded to proceed with the presentation and if there are any questions it will be after.

Nancy Colalillo stated that LV 1st IBA is the sponsor for the 50+ locally owned businesses in the old town that are affected by the construction. The application is a collaboration between Las Vegas 1st, the Arts Council, Mainstreet, Las Vegas San Miguel Chambers of Commerce, and Animal Welfare Coalition. She explained part of the reason why the application was submitted. She explained how she believes this campaign will increase sales tax receipts and promote lodgers tax.

Krutik Bhakta asked for clarification if Allan and Gabe can be part of the discussion if they are excluded from the vote.

Scott Aaron stated that he does not have the rules for the board in front of him so he is not too sure if they can.

Krutik Bhakta asked if the City Charter would allow them to participate in the discussion.

Scott Aaron responded that he does not see anything wrong with discussion.

Allan Affeldt stated that he is on a lot of different non-profit boards and there is nothing that states they cannot participate in the discussion but they would have to recuse themselves from voting.

Gabriel Garcia stated that he believes better promoting that the businesses are open through the construction would increase business.

Krutik Bhakta stated that he understands businesses are hurting right now but they need to stay within the Lodgers Tax guidelines.

Allan Affeldt stated that they trying to market Las Vegas through the Holiday season

Shawna Sandoval agrees and would vote for this. She said to try and keep promotional material produced locally.

Nancy Colalillo pointed out that tourism centers around the Old Town.

Krutik Bhakta stated for the sake of the application the language needs to be clear so that there is no conflict on what can be funded by Lodgers Tax.

Nancy Colalillo stated about 85%-90% of the description of the application Northern and Southern New Mexico and Southern Colorado.

Krutik Bhakta stated that all that is being asked is if they can remove that 15% because it does not qualify for funding.

Nancy Colalillo asked if they were prepared to do a pro forma contingin acceptance of the application if they remove both verbiage and advertisement that would be local.

Krutik Bhakta responded that he thinks they would have to go by Lodgers Tax statues.

Nancy Colalillo asked if he was willing to approve the application with revisions and updates.

Krutik Bhakta responded yes but it would also be up to the board.

There was a discussion on whether or not banners would be an appropriate use of money because it is not permanent signage being used for tourism.

Nancy Colalillo stated that they can remove that from the application along with the Las Vegas Optic, the Holiday howdy, and the posters that would be around town, take out K fun.

Shawna Sandoval stated that the \$600 for the cash mob seems a bit of a stretch because it is more of a donation than having to do with tourism.

Cindy Collins stated that she echoes what Nancy and Elmo say about removing anything local that does not adhere to Lodgers Tax. Micheal from MainStreet just put up a message saying they will pay for the cash mob. Council had a concern about facebook ads and boosting them, and she wanted to say that back in 2017 that is how they won the E-Romero contest. (Lost internet connection).

Scott Aaron advised the board how the state statute defines a tourist.

Elmo Baca stated that the handbook makes exceptions to that 60 mile radius for rural locations.

Krutik Bhakta stated that if you are targeting what Scott said for those areas then that is fine.

Elmo Baca presented a new budget of \$21,470 in Lodgers Tax funding, deleting the banners, cash mob, and any local advertisement.

Shawna Sandoval made a motion to pass the updated application.

Krutik Bhakta stopped to make sure there was still a quorum.

Georgina Ortega-Angel stated that she had a lot of questions over the application: 1. They should have brought in traffic control for these issues. 2. Are all the events listed going to get paid with the money being asked. 3. Why was the marketing committee aware of any of this?

Elmo Baca stated he was not aware of the marketing committee meetings.

Georgina Ortega-Angel advised Elmo that there had been but why a phone was not made to the City to find out.

Elmo Baca stated that they did invite Bill Hendrickson and Virginia Marrujo to one of their meetings.

Virginia Marrujo advised the board that she did come up with a marketing campaign that would be for the entire winter.

Krutik Bhakta asked if that plan was executed.

Virginia Marrujo responded that she never heard anything back from Las Vegas first to move forward with it.

Krutik Bhakta if the marketing committee had anyone represented on the board from the non-profits on the application.

Virginia Marrujo responded no.

Georgina Ortega-Angel stated that before a motion is made, she wants them to contact the marketing committee and work with them, and utilize the City's marketing.

Shawna Sandoval made a motion to approve the adjusted budget, but that does not mean that the rest of the town is also not suffering right now.

Georgina Ortega-Angel asked Krutik Bhakta if he was going to add anything in the motion that they need to work with the marketing committee.

Krutik Bhakta responded that this application is already on the Council's agenda and he is not sure if there will be enough time to meet with the marketing committee.

Georgina Ortega-Angel second the motion.

Motion passed with all in favor.

New and Other Business

1. Marketing Plan/Committee

Leo Maestas asked if they wanted Virginia to go over what was already presented last week.

Krutik Bhakta stated she can or what to do going forward.

Leo Maestas stated that they are working with New Mexico True and that these different groups are working in silos instead of together.

Virginia Marrujo agreed with Leo Maestas . She advised the board that the questions and recommendations the Lodgers Tax board had would be presented at the next meeting to the marketing committee. She also advised the board that they have been invited to the marketing committee to be a part of the process.

Krutik Bhakta asked if those invites go through Christina Baca.

Virginia Marrujo stated that she invited them through email.

There was a discussion on how the marketing committee put together the marketing plan.

Krutik Bhakta asked if Virginia Marrujo was able to email the board the marketing presentation.

Virginia Marrujo responded not yet. She put together the final list to send it to them and that she received the other information they requested today. They are going to see to do the RFP for the visitors guide and an RFP for the design work.

Krutik Bhakta asked if there was a way for everyone who has not seen it to know what is going on if they are not part of the marketing committee's process.

Virginia Marrujo stated that the committee is aware of what they need to do and how to present to the Lodgers tax Board, City Council, and the public.

Allan Affeldt asked if they can move on with the agenda because they are already two hours into the meeting. He stated that the Lodgers tax board is not responsible for and cannot put RFPs out. All they can do is recommend to the City how money is accumulated through Lodgers Tax.

Krutik Bhakta stated that they need to get to the point to come to a plan that they can recommend to the City council. Let the Lodgers tax board know when there is a plan ready to be presented.

Adjournment

Krutik Bhakta made a motion to adjourn the meeting.

Georgina Ortega-Angel seconded the motion

Motion passed with all in favor.

Meeting adjourned at 3:18 pm.



Board Chairman Bhakta

1-05-2022

Date